

32. (Amended) A method of selling a prescribed medical supply via the World Wide Web comprising:
prescribing a medical supply by a medical care provider to a patient resulting from a medical examination;
ordering the prescribed medical supply in a transaction from a medical supply vendor by communicating the order through a website associated with the medical care provider;
consummating the transaction by arranging payment through an e-commerce provider communicatively linked to the website associated with the medical care provider;
delivering the prescribed medical supply to the patient; and
accounting for the transaction to the medical care provider such that the medical care provider receives, directly or indirectly, compensation for the transaction.

33. (Amended) The method of claim 32 wherein prescribing the medical supply includes an examination and diagnosis by a medical care provider that results in a prescription ordered by the medical care provider for the patient.

34. (Amended) The method of claim 32 wherein the e-commerce provider accounts to the medical care provider.

35. (Amended) The method of claim 32 wherein the e-commerce provider submits payment to the medical supply vendor and accounts to the medical care provider.

36. (Amended) The method of claim 32 wherein the e-commerce provider updates an account associated with the medical care provider and an account associated with the medical supply vendor supplying the prescribed medical supply in response to each transaction.

Please add new claims 39-49 as follows:

39. A method of utilizing the World Wide Web to fill a prescription ordered by a doctor, wherein the doctor is compensated based on the sale of a prescribed medical supply by a medical supply vendor, the method comprising:
the doctor conducting a medical examination of a patient;
based on the medical examination, the doctor ordering a prescription for a medical supply for the patient;
communicating the prescription to the medical supply vendor through a website associated with the doctor;
the medical supply vendor selling the prescribed medical supply to the patient, and
causing the prescribed medical supply to be delivered to the patient;
arranging payment for the prescribed medical supply through an e-commerce provider
communicatively linked to the website associated with the doctor; and
paying the doctor a fee based on the sale of the medical supply prescribed by the
doctor.

40. The method of claim 39 wherein payment to the doctor is made by the e-commerce provider.

41. The method of claim 39 wherein payment to the doctor is made by the medical supply vendor.

42. The method of claim 41 wherein the medical supply vendor pays the doctor via the World Wide Web.

43. The method of claim 39 wherein the e-commerce provider maintains an account associated with the doctor and an account associated with the medical supply vendor.

44. The method of claim 43 wherein the e-commerce provider credits or debits the accounts associated with the doctor and the medical supply vendor after each sale of the medical supply prescribed by the doctor.

45. The method of claim 39 wherein the medical supply vendor acts as the e-commerce provider.

46. The method of claim 39 wherein the e-commerce provider credits an account associated with the doctor and withholds a transaction fee.

47. The method of claim 46 wherein the doctor credits an account associated with the medical supply vendor after the sale of the prescribed medical supply by the medical supply vendor.

48. The method of claim 39 wherein the e-commerce provider pays the medical supply vendor for the sale of the prescribed medical supply, and wherein the medical supply vendor pays the doctor the fee after the sale of the prescribed medical supply.

49. The method of claim 39 wherein the patient pays the e-commerce provider for the prescribed medical supply through the website associated with the doctor.